

PROJECT PORTFOLIO

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Note: This is a limited version document, providing information on Project 1 only.

For full access to my detailed portfolio, please reach out to me on LinkedIn.

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1.

Project: Ground-up website development and end-to-end SEO (Search Engine Optimization) implementation.

Key Objectives

- Build brand authority and credibility
- Enhance user experience and website performance
- Improve search engine rankings
- Boost organic and relevant traffic
- Increase conversion rates

Purpose: The main purpose of the project is to strategically align the organisation's digital presence with its long-term business goals through the creation of a scalable digital platform. This platform encompasses a newly built website and integrated SEO strategies aimed at attracting, engaging, and retaining relevant users.

My role: I led the strategic development and implementation of the project, overseeing both website development and SEO initiatives. Key role highlights include:

- Lead Website Development: Overseeing every aspect from initial concept to final implementation of the website.
- Content Development and SEO Implementation:
 - Writing content for all web pages, ensuring alignment with SEO best practices including keywords, headings, meta tags, and descriptions.
 - Executing a comprehensive SEO strategy from start to finish, including keyword research and on-page/off-page optimizations.

→ **Team Management:** Leading internal and external teams to ensure seamless collaboration and maintain high-quality standards throughout the project lifecycle.

Collaboration included:

- **Graphic Design Team:** Collaborating and ideating for all images and logos.
- **Technical Team:** Implementing technical SEO and gathering vital product understanding.
- **Sales Team:** Understanding the industries and target audiences to tailor the website and product offerings.
- **External Team:** Managing and providing all necessary information for building the website on Webflow.

Strategy 1: Keyword research: A thorough keyword research to lay a solid foundation for our digital presence.

Plan of action: To conduct a deep analysis and gain insights into market dynamics, user intent, and precisely identify our target audience.

Execution:

Step 1: Drawing from insights on our product, competitors, and target audience, I started by brainstorming seed keywords using Google Keyword Planner and Ubersuggest. Then, expanded these keywords into a wide range of variations, synonyms, long-tail keywords, and relevant terms.

Step 2: Next, I prioritised and categorised these keywords, considering relevance, search volume, keyword difficulty, competition, and user intent. Our primary focus was capturing the attention of users actively seeking inventory management solutions.

Step 3: I analysed our competitors' keywords and categorised them by high search volume, low competition, and strong relevance to our business goals. I also identified key gaps to give our keywords a competitive edge.

Outcome 1: A well-researched and strategically organised list of keywords, grouped by themes, to meet our different marketing needs.

Strategy 2: Website construction and publishment: Create a well-structured website that is informative, relevant, and engaging.

Plan of action: To create an easy-to-navigate platform by conducting thorough research, organising content effectively, creating engaging and SEO-friendly content, designing a responsive and user-friendly interface, and implementing best practices in website development and analytics integration.

Execution:

Step 1: Conducted extensive market research to understand the needs, preferences, and behaviours of our target audience. Analysed competitors' websites to identify best practices and areas for differentiation.

Step 2: Developed a clear sitemap outlining the website's structure and navigation flow. Created wireframes or visual blueprints to visualise the layout and ensure intuitive user experience and easy access to key information.

Step 3: Created high-quality content, including text, images, videos, and infographics. Integrated relevant keywords into headings, subheadings, and body text to optimise for SEO algorithms while maintaining readability and relevance to user intent.

Step 4: Collaborated on the design of the UI/UX for the website, finalising brand colours, typography, and imagery consistent with the brand identity. Assisted in implementing interactive elements such as buttons, forms, sliders, and navigation menus to enhance user engagement and usability. Participated in ensuring the website design is responsive and in testing its functionality across various devices.

Step 5: Conducted thorough prototyping and testing phases to gather feedback and identify any usability issues or bugs. Implemented the website using Webflow, ensuring smooth integration and functionality.

Outcome 2: A fully functional and search engine optimised website that seamlessly aligns with the brand identity and effectively fulfils the needs of the target audience.

Strategy 3: On-page, Off-page and Technical SEO:

Plan of action: Perform a thorough audit of current data, rectifying title tags, meta descriptions, heading tags, and URL structure. Enhance user experience, increase page speed, ensure mobile responsiveness, refine content with strategic keyword placement, and establish pertinent internal and external links.

Execution:

Step 1: Title Tags and Meta Descriptions: I reviewed and documented all on-page elements, categorising them and noting areas for improvement such as missing titles and descriptions, and exceeding character limits. Then, I optimised title tags and meta descriptions for uniqueness, relevance, and adherence to character limits, eliminating duplication and improving overall efficiency .

Step 2: Heading Tags: Refined main and subheadings to make them clearer for search engines, using relevant keywords for better readability and understanding.

Step 3: URL Structure: Removed junk characters to create short and clear URLs. Implemented uniform URL structure for improved user experience and search engine indexing.

Step 4: Page Speed and Mobile Responsiveness: Assessed desktop and mobile speed, targeting load time, interactivity, and visual stability. This analysis guided improvements, especially in optimising the mobile version's load time through image compression and exclusive use of the WebP format, alongside code minimization with technical team support.

Step 5: Internal Linking: Established pertinent internal links to improve site navigation, distribute page authority, and enhance user engagement.

Step 6: Fixed Crawl Errors: Monitored and addressed crawl errors reported in Google Search Console, including broken links or inaccessible pages.

Step 7: Enhanced visibility through social media engagement, brand mentions, and press releases: Implemented a targeted multi-platform strategy to boost brand visibility and traffic through events, giveaways, and interactive engagements. Actively monitored and

engaged with social media and online mentions to maintain brand reputation and foster community interaction. Utilised press releases to announce company updates, such as funding rounds, to attract media attention and enhance industry credibility.

Outcome 3: Improved search engine visibility and user satisfaction, positioning the website for increased traffic and higher rankings.

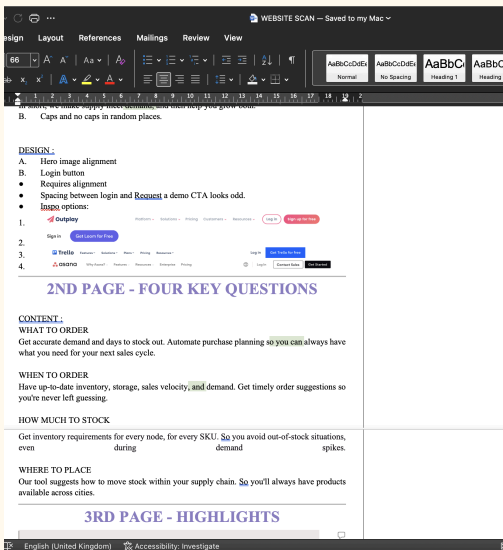
RESULTS:

- ☑ Improve search engine rankings: 22% ↑
- ☑ Boost organic and relevant traffic : 42% ↑
- ☑ Increase conversion rates: 13% ↑

Work samples:

SITE AUDIT - WEBSITE PAGE FIXES						
#	PAGE TYPE	URL	CURRENT SEO SCORE	ISSUES DETECTED	SOLUTION	STATUS
1	LANDING PAGE	https://www.getcrest.ai/	100	-	-	-
2	PRODUCT PAGE	https://www.getcrest.ai/product	81	No meta description Title tag too short	Update meta description Min 30 chars	Done
3	PRODUCT INSIDE PAGE - HELIX	https://www.getcrest.ai/product/helix	100	-	-	-
4	PRODUCT INSIDE PAGE - DEMAND FORECASTING	https://www.getcrest.ai/product/demand-forecasting	100	-	-	-
5	PRODUCT INSIDE PAGE - PURCHASE PLANNING	https://www.getcrest.ai/product/purchase-planning	100	-	-	-
6	PRODUCT INSIDE PAGE - DISTRIBUTION PLANNING	https://www.getcrest.ai/product/automated-distribution-planning	100	-	-	-
7	PRODUCT INSIDE PAGE - CUSTOM DASHBOARDS	https://www.getcrest.ai/product/custom-dashboards	91	Title tag too short	Min 30 chars	Done
8	PRODUCT INSIDE PAGE - INTEGRATIONS	https://www.getcrest.ai/product/integrations	91	Title tag too short	Min 30 chars	Done
9	PRICING	https://www.getcrest.ai/customer-pricing	64	No meta description Title tag too short	Update meta description Min 30 chars	Done
10	CUSTOMER STORIES	https://www.getcrest.ai/customer-stories	64	Low word count	2200 words	Done
11	CUSTOMER STORY - SAMOSA PARTY	https://www.getcrest.ai/customer-stories/cross-helix-samosa-party-faill-95-of-helix-customer-demand	100/100	-	-	-
12	ABOUT	https://www.getcrest.ai/about-us	100	No meta description Title tag too short	Update meta description Min 30 chars	Done
13	BLOG	https://www.getcrest.ai/blog	66	Poorly formatted URL for SEO Low word count	2200 words	Done
14	BLOG - 1	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	91	Title tag too long	Max 60 chars	Done

CREST - META TITLE & DESCRIPTION									
#	PAGE TYPE	URL	CHARACTERS	STATUS	ISSUES DETECTED	SOLUTION	STATUS	CHARACTERS	STATUS
1	LANDING PAGE	https://www.getcrest.ai/	49	Done	Eliminate overstocking and under-	Our tool integrates advanced AI with	114	Done	
2	PRODUCT PAGE	https://www.getcrest.ai/product	56	Done	Best AI-Driven Supply Chain	Effortlessly Build & Automate	120	Done	
3	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/helix	51	Done	Get High Precision Customer Demand	Automate Your PO Generation With	103	Done	
4	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/demand-forecasting	54	Done	Build And Visualize Your Data, Your	Build And Visualize Your Data, Your	154	Done	
5	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/purchase-planning	57	Done	Seamless Integration With Your Tech	Seamless Integration With Your Tech	148	Done	
6	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/distribution-planning	54	Done	Plans & Pricing (Automated Inventory)	Plans & Pricing (Automated Inventory)	152	Done	
7	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/custom-dashboards	58	Done	Supply Chain & Inventory Planning	Supply Chain & Inventory Planning	151	Done	
8	PRODUCT INSIDE PAGE	https://www.getcrest.ai/product/integrations	51	Done	Cross Helix Samosa Party Fulfill 95%	Cross Helix Samosa Party Fulfill 95%	105	Done	
9	PRICING	https://www.getcrest.ai/customer-pricing	41	Done	The Supply Chain Superheroes Team	The Supply Chain Superheroes Team	135	Done	
10	CUSTOMER STORIES	https://www.getcrest.ai/customer-stories	56	Done	All About Supply Chain Tips	All About Supply Chain Tips	135	Done	
11	CUSTOMER STORY - SAMOSA PARTY	https://www.getcrest.ai/customer-stories/cross-helix-samosa-party-faill-95-of-helix-customer-demand	57	Done	Everything You Need To Know	Everything You Need To Know	150	Done	
12	ABOUT	https://www.getcrest.ai/about-us	55	Done	The D2C Revolution - Current State	The D2C Revolution - Current State	143	Done	
13	BLOG	https://www.getcrest.ai/blog	56	Done	Top 3 Tips To Save Money By	Top 3 Tips To Save Money By	144	Done	
14	BLOG - 1	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	56	Done	Daily Habits For Success Myraam	Daily Habits For Success Myraam	150	Done	
15	BLOG - 2	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	56	Done	Daily Lives Of Dhruv & Shiv	Daily Lives Of Dhruv & Shiv	135	Done	
16	BLOG - 3	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	57	Done	Best Practices To Grow Your	Best Practices To Grow Your	122	Done	
17	BLOG - 4	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	57	Done	Crest Interviews Avin & Jordan	Crest Interviews Avin & Jordan	140	Done	
18	BLOG - 5	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	59	Done	Tips for a successful entrepreneurial	Tips for a successful entrepreneurial	139	Done	
19	BLOG - 6	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	57	Done	Ultimate Guide For Inventory	Ultimate Guide For Inventory	147	Done	
20	BLOG - 7	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	58	Done	Why Your Business Needs An	Why Your Business Needs An	140	Done	
21	BLOG - 8	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	59	Done	Impacts Of Demand Forecasting Tool	Impacts Of Demand Forecasting Tool	154	Done	
22	BLOG - 9	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	59	Done	How To Get Warehouse Visibility	How To Get Warehouse Visibility	135	Done	
23	BLOG - 10	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	57	Done	Sales Order Fulfillment Made Simple	Sales Order Fulfillment Made Simple	146	Done	
24	BLOG - 11	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	47	Done	How To Overcome Warehouse	How To Overcome Warehouse	129	Done	
25	BLOG - 12	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	55	Done	How To Quickly Overcome	How To Quickly Overcome	147	Done	
26	BLOG - 13	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	51	Done	How Sleepy Owl Built India's Top	How Sleepy Owl Built India's Top	145	Done	
27	BLOG - 14	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	58	Done	Improve E-Commerce Inventory For	Improve E-Commerce Inventory For	145	Done	
28	BLOG - 15	https://www.getcrest.ai/post/you-need-to-know-about-replenishing	53	Done	Crest Raises Funds From Samosa	Crest Raises Funds From Samosa	121	Done	
29	BLOG - 16	https://www.getcrest.ai/post/you-need-to-know-about-replenishing							
30	BLOG - 17	https://www.getcrest.ai/post/you-need-to-know-about-replenishing							
31	BLOG - 18	https://www.getcrest.ai/post/you-need-to-know-about-replenishing							



Detailed work samples available on request.